City Council Agenda Item

Subject:	**GA Main Street Program – Executive Offices**
Submitted By:	Ricky L. Clark, Jr., City Manager
Date Submitted:	September 26, 2023
Work Session Date:	October 2, 2023
Council Meeting Date:	October 2, 2023

Background/History:

Main Street program started in 1980 and is overseen by the Office of Downtown Development at the Georgia Department of Community Affairs (DCA). Each community is required to be an Affiliate for a year before consideration for the Classic Main Street Program Designation as this will allow time to get several key elements completed. Georgia Main Streets represent some of the strongest central business districts in the state and in the Southeast. Since it started, the designated community programs have been instrumental in leading the state in historic preservation, small business development, expansion of the state's employment base, leveraging private investment, increasing tourism and providing a positive road map for public-private partnerships.

As a member of the Georgia Main Street program, the Office of Downtown Development would offer design assistance for a nominal fee to property owners, Main Street Program Managers and municipalities who are interested in improving their downtown. The goal is to enhance downtown buildings, streetscapes, and public spaces so they attract new businesses, customers, residents and investors. Rehabilitated buildings, attractive storefronts, and well-designed pedestrian amenities provide a distinctive sense of place and draw people to shop, visit and live downtown.

At the last meeting of the Downtown Development Authority, they approved their participation in the program. As a joint effort, the governing body must also approve the program. A formal Memorandum of Understanding between the City and the Department of Community Affairs regarding the Main Street Program will be submitted to the City Council in a future meeting.

Cost: $ Variable   **Budgeted for:** __X__ **Yes** _____ **No**

Financial Impact:

N/A

Action Requested from Council: Approve the Resolution.